

**Today! Airmail Your Monday Anti-Slump Ideas!!**

Make Sure Your  
Staff Reads ALL of  
Publix Opinion

**Publix**



**Opinion**

*The Official Voice of Publix*

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Staff Reads ALL of  
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# MR. KATZ ORDERS DRIVE TO REMEDY BOX-OFFICE 'BLUE MONDAY' SLUMP

Following up his vigorous assault against theatre operators who neglect to campaign for "average" attractions and expect credit for the easy-to-sell super-attractions, President Katz today gave Publix showmen another jolt in the form of a searching inquiry of reasons for minimum business on Mondays.

A telegram sent to out of town executives was one phase of his probe first launched in his own Executive Cabinet.

The telegram follows:

*"Have noticed tendency severe drop in grosses class 'A' theatres on Mondays all over circuit. In other words Monday proving recently to be disastrous day for houses every where. Something must be done immediately to remedy Monday business. What plan do you suggest to improve this condition? Please give this matter serious thought and answer your conclusions by return letter. Regards,*

SAM KATZ.

"The problem seems to have solution in a great many cities which regularly report splendid Monday business, while other theatres in the same cities report it as their worst day," says Mr. Katz.

"The showmen who are solving the Monday problem do it first by arriving at the correct diagnosis of reasons for minimum business, and then they seek and vigorously apply the required remedy. These are the men whose theatres appear in the weekly statement recapitulation for the circuit as 7-day winners every week. The theatre operators who report poor business on Mondays, week after week, must equal the results that others are getting. To accomplish this, I am asking the successful theatre operators to tell me what they are doing that overcomes the Monday slump tendency, so that the information can be given to those who are not now getting good results. After they have that information, it is up to them to apply the remedy with all possible intelligent effort.

Mr. Katz pointed out the fact that no theatre can be a sound operation if it has any habitual weak spots in its mode of operation. Days of minimum business that become a custom, have no place in Publix, because experience, ingenuity, product and company resources are available to keep the daily grosses up to a safe point.

A "blue" Monday is a relic of the dead days of haphazard showmanship of 20 years ago.

If a theatre faces such a condition, it is expected that the local management will overcome it on its own initiative, or else will call for advice or help from the home office sources that can give it. Taking losses without a struggle is contrary to Publix policy.

Mr. Katz again referred to the practice of giving exceptionally vigorous campaigns only to the outstanding attractions, and passing up the average good product.

"An expert and instinctive showman will do everything necessary for the super-attractions, but he'll give his most brilliant and ingenious effort and his utmost energy to the average attraction that has the possibility of making an exceptional profit for him week after week."



## NEW SET-UP IN SOUTHWEST AREA

Following is the set-up for Lewis E. Schneider, division director, and his division and district managers.

Barry Burke, division manager; Charles F. Sasseen, special division manager: Arcadia Theatre, Dallas, Texas; Marshall, Texas; Fort Worth, Texas; Little Rock, Ark., Oklahoma City, Okla., Lincoln, Neb., and St. Joseph, Mo.

W. E. Paschall, division manager: El Paso, Texas, and Albuquerque, N. M.

James O. Cheery, district manager: Melba and Old Mill, Dallas; Kirby and Queen, Houston; Empire, Princess, Rivoli and Old Majestic, San Antonio; Queen and Tremont, Galveston.

Ernest Morrison, district manager: Palace, Dallas; Metropolitan, Houston; Texas, San Antonio.

T. Wilson Erwin, district manager: Austin, Denison, Waco, Vernon, Amarillo, and Wichita Falls, all Texas; Chickasha and Enid, Oklahoma, and Fort Smith, Ark.

T. B. Novle, district manager: McAllen, Brownsville, Weslaco, Harlingen, Abilene Pharr, Donna, Mercedes and Breckenridge, all Texas.

## COIN MAKERS!

"In 'Sweetie' and 'Love Parade,' Paramount has for a certainty the two biggest money pictures made by us since the inception of talkies."

Albert Kaufman

## HOW 'APPLAUSE' WAS SOLD IN NEW YORK

"Applause" which introduced Helen Morgan as a screen star, and Rouben Mamoulian as a motion picture director, was sold in New York mainly on the strength of these names by J. E. McInerney, Director of Advertising and Publicity for the Publix Criterion Theatre where the picture opened Oct. 7. Morgan was played strongly in a special display treatment. A number of prominent artists drew sketches of Miss Morgan and other players in the cast for the display with powerful adjectives heading copy. The sketches of Miss Morgan were also used in the ads. Dignity was the keynote of the New York campaign, the world premiere of "Applause" being sold as an event of the greatest importance and the greatest thing since Sarah Bernhardt passed out of the dramatic picture.

## HERE'S A TRAILER HUNCH

This is a frame from a locally made trailer—the idea of George D. Tyson in Indianapolis. His process in the manufacture of the trailers is described in detail in an adjoining column. Read it and adopt the idea yourself this week!



### Three Premieres

In fact, it was made so important that three premieres were staged. The first was for critics, the second for society and the third a special theatrical premiere in honor of Miss Morgan and Mamoulian, whose Theatre Guild productions of "Porgy" and "Wings Over Europe" have made him a theatrical somebody. This theatrical show was held on Tuesday at midnight and among those who were there were all principals of "Sweet Adeline," in which Helen Morgan is currently starring on Broadway, and all members of the Theatre Guild, Morgan, Mamoulian, Beth Brown, author of "Applause," Lee Shubert, Florence Ziegfeld, Eddie Cantor, Elsie Ferguson, Louis Mann, Violet Heming, Anne Forrest, Ted Healey, Erin O'Brien Moore, Wilton Lackaye, the Dodge Twins, Peggy Cornell, Beatrice Hereford, Barbara Newberry, Jimmie Savo, Shipman, Roy Atwill and a host of other stage celebrities to the number of 400, along with special Broadway and feature newspaper writers.

### Anniversary Programs

In conjunction with the opening of "Applause" the thirty-fifth anniversary of the Criterion was featured. All the old programs (101) of the plays which played there and photos of all the prominent stars such as Ethel Barrymore, Lionel Barrymore, Elsie Ferguson, Julia Marlowe, James K. Hackett, Maude Adams, Maxine Elliot, Otis Skinner, William Collier were exhibited.

For this exhibit a comprehensive catalogue that covered forty-four pages and gave an interesting biographical sketch of every prominent player that ever spoke a line across the Criterion footlights.

### Many Good Tie-ups

The anniversary idea enabled the Publicity Department to tie-up with any number of Broadway shops and stores that have also been doing business in Times Square for a long period. "Applause" as a picture offers numerous garden variety of tie-ups such as the book, the song number "What Wouldn't I Do For That Man," etc.

This campaign was mainly built around Morgan and the Exhibit on both of which an exceptionally good advance publicity break was obtained.

### BLACK FOR SHELDON

Replacing Gene Sheldon, Zizz Black has opened at the Publix Minnesota in Minneapolis as stage band leader.

### NEW ASSISTANT

Mitchell Smith, formerly of the Rivoli Theatre in New York, now is assistant manager at the Publix Eastman Theatre in Rochester.

## MRS. T. G. WINTER FILM COUNCILOR

Mrs. Thomas G. Winter of Minneapolis, Minn., will represent the organized women of the country in the motion picture industry. Mrs. Winter, an author and clubwoman, will interpret the feelings and wishes of the womanhood of the country to the makers of pictures.

A committee of nine, all prominent in national women's organizations, selected the Minneapolis woman for the post. The committee was delegated for this purpose by a conference of 200 religious and civic leaders from twenty-one states and the District of Columbia.

Mrs. Winter's headquarters will be in Hollywood, where she will be associated with Colonel Jason S. Joy, director of Studio Relations for the Motion Picture Producers and Distributors of America.

### THEATRE WEATHER!

Refrigeration copy is okay in Florida, Texas and other points south—but up in Duluth they're taking down the "freeze'm" signs. THEATRE-WEATHER goes by the thermometer, instead of the calendar—which is a good thing for alert showmen to remember in making their sales-appeal.

## MAKE LOCAL TRAILERS THIS WAY

George D. Tyson, of the Publix Skouras operation in Indianapolis, offers PUBLIX OPINION idea about trailer-making that looks good.

The locally made trailers enhanced considerably by using a combination of type, still-photos and those transparent Bend Sin shading-sheets from Bourges Seice, as explained a few months ago in this paper.

Mr. Tyson takes one of the most attractively designed shading sheets (or shading-paper) and makes cutouts from stills. From still-cutouts, he pastes onto background of shading-paper. The center is a panel, or circle which is cutout as a mortise type-copy. The poster artist does all this under the supervision of Tyson, whose ideas he puts in practice, and, when it's completed, it is turned over to the local trailer-maker, who photographs it with his movie-camera. The result is a classy looking locally made trailer. In an adjoining column you'll see an illustration made from an enlarged negative. Mr. Tyson calls it a great time saver, too.

## Clive Brook Splendid in 'Sherlock Holmes'

Clive Brook's work in "Sherlock Holmes" will add many fans to his list of Admirers, according to Leon D. Netter, who attended a preview of the picture at Strand Theatre in Yonkers. Netter says a packed house was held in rapt attention by the film from beginning to end.

"Judging by the audience action and the favorable comment at the end of the picture, it is subject that is going to be talked about," Netter says. "Theatrical showmen should be advised in advance of the possibilities in the picture."

### HAVE YOU A "NAME"?

Wendell Hall, radio singer played at the Paramount theatre in Toledo, during the week of September 27. Theatre managers in other cities where there are local radio "names" might profit by the idea by obtaining permission to add one to their show as an attraction on the stage.

## OUR MANCHESTER, ENGLAND THEATRE

For over 200 years, a theatre stood on the site where Paramount's foreign department is building a brand new Publix-type de luxe theatre. In tearing down the old structure this photo and playbill came to light.



## 4 PUBLIX SYMBOLS

In the Paramount-Publix issue of "Variety," were three pages, entitled "Dedicatory," "An Open Letter to The Press" and "An Open Letter to The Stage Performer." Another page of similar permanently valuable copy, was published in PUBLIX OPINION under the caption "So That The Editors Will Believe."

All four of these pages have been reproduced and are being mailed to each Publix theatre, with the instruction that same should be framed and hung in theatre manager and theatre advertising managers' offices.

The thought back of the suggestion is that they be framed and so displayed as to be seen by visitors from the press or important civic or mercantile organizations who visit the theatre offices. When they do, their eyes will unconsciously alight on these framed pages, and probably their curiosity will be aroused to the extent of reading each one.

If they do, permanently valuable thoughts will have been implanted in their minds that will always be reflected in Publix box-offices. You'll find them repeating what they read.

Another reason for framing and displaying these four pages is that they're constant reminders of keystone policies of your organization in every city. You'll often have use for some of the paragraphs or thoughts contained in these pages, when you write institutional trailers, news stories, or ad copy.

If you haven't received your four copies, write to L. L. Edwards, Home Office publicity department and he'll send them to you. Be sure to do it.



# TALKIES BOOST FILM STARS' FAN MAIL

Sound films have brought about tremendous increase in the volume of fan mail which pours into Hollywood, "Variety" discovers. Not only have the talkies resulted in renewed enthusiasm for and interest in Paramount and other screen stars, but they have brought forth new faces and personalities, most of them from legitimate stage, to inspire the writing fans.

About 16 per cent of this mail of definite value to the recipients, since it consists of criticism more or less serious minded writers, much of it constructive character. The bulk of it, only half, in fact, consists of requests for autographed photos. This is of value in giving a star's popularity, of course.

Nearly a quarter of the mail is in panhandlers, male and female, requesting everything from money to clothing. Advent of new personalities in the films has resulted in an increase in mail of this type, most of it from repeaters who had exhausted names in the talkie lists of screen players.

Most of Clara Bow's "begging letters" come from boys who think they should pay their way to Hollywood. A young Detroit bridegroom asked her to advance railroad fare for him and his new wife, offering his services as chauffeur in return until he could make a break in pictures.

Only about 10 per cent of fan mail is of mash character, from boys seeking romance by proxy. Similar amount comes from foreign countries, where sale of stock certificates written in English is a racket with professional translators.

## NEW PARAMOUNT "FIND"

Paramount has a new "find" in Jeanette MacDonald, who plays feminine lead opposite Maurice Chevalier in "The Love Parade," and Dennis King in "The Vagabond King." Beautiful in appearance, her charming personality and thrilling voice, bid fair to make one of the coming stars of the future.

# MEET THE BOYS!

To promote acquaintance, respect and mutual understanding of the splendid individuals who comprise Publix, these one-minute biographies are offered. They're not printed as vanity ticklers for the showmen here portrayed. We want the photo and biography of everyone in Publix.

## David F. Perkins

Playwright, novelist and actor—David F. Perkins, manager of the Strand, Lowell, Mass., has been all of these. "The Running Fight," a play, produced in 1914 and adapted to the screen by Paramount in 1915, was just one of the many writings of Perkins.

From 1903 to 1916, Perkins gained his theatrical experience acting and directing professionally about 400 plays. After getting this taste of stage life, he became assistant manager and publicity agent for B. F. Keith's theatre in Portland, Me., leaving in 1918 to become manager of the Jefferson in Portland. Here, he ran stock and road shows until 1921 when he entered into the employ of the Black New England Theatres as advertising manager. In 1923, Perkins was appointed Boston division manager for Wm. P. Gray's theatres for Southern New England and Vermont. He was appointed to manage the Merrimack Square, Lowell, Mass., in October, 1924. Recently, he was transferred to his present position.

## T. W. McKay

T. W. McKay has been in the theatre business for the past eighteen years, all spent in Rutland, Vt., operating the Colonial and Grand theatres up to the time he entered into partnership with the Rutland Theatres, Inc., in 1920. Under the present agreement, the Grand, owned by McKay; the Strand, owned by Publix; and the Playhouse, subleased jointly between McKay and Publix, are all managed by McKay.

McKay has had experience in all branches of the theatre field; conducting road shows, vaudeville and motion pictures. Previous to his entrance into the theatre industry, he was a travelling salesman.

## Frank La Bar

With the opening of the Plaza Theatre, Asheville, N. C., in 1925, Frank La Bar entered the theatre field, employed as a usher. He quickly mastered the intricacies of theatre managing and personnel and was promoted to assistant manager, one year later at that house. La Bar has also been assistant manager of the Imperial in Asheville. His present assignment is at the Strand in Asheville, as manager.

Frank La Bar attended Rutgers Prep in New Brunswick, N. J., for one year and Bordentown Military Institute in New Jersey for three years. He is also a graduate of Suffield School in Connecticut.

## Paul H. Shay

Paul H. Shay, a graduate of the fourth Manager's Training School is an experienced and licensed projectionist and has a thorough knowledge of stagecraft and lighting.

Shay, for about two years, was associated with his father and brother in the contracting business, mason construction. He has had about twelve years contact with the theatre, as both an employer and employee in stock, vaudeville and pictures. His first assignment following his graduation from the Manager's School was at the Federal theatre in Salem, Mass. Shay's present location is at the Colonial Theatre in Haverhill, Mass., as manager.

## Marsline K. Moore

Marsline K. Moore, a graduate of the second class of the Publix Managers Training School, acquired his first taste of theatre routine in 1907, selling candy in his father's theatre. He later had seven years training as projectionist and supervised ten small town theatres before his entrance into Publix as assistant manager of the Melba, Texas, in 1925. He remained at this theatre for a few months and was then assigned to the Managers Training School. After he was graduated, he was sent back to Texas as assistant manager of the Palace, Fort Worth. He has also been manager of the Texas, Princess, Empire, and Warehouse theatres in San Antonio as well as of the Capitol, Oklahoma City, Okla. Moore has been City Manager of the New and Joie theatres in Fort Smith, Ark. He is at present manager of the Worth, Fort Worth, Texas.

## H. T. McGuigan

H. T. McGuigan's present position as manager of the City Opera House, in Biddeford, Maine, is his second managerial position with Publix. His first was at the Park, Bangor. He entered into the ranks of Publix after severing his connections with the Graphic Circuit. While with this organization, McGuigan served as manager of the New Star Theatre, Dover-Foxcroft, Me. For the past three years, he has spent a great deal of time acting as assistant manager of this house under Arthur Pinkham and also at the Bijou under C. J. Russell. McGuigan has also checked pictures for Paramount.

# NEW PARAMOUNT LAUNCHED IN ATLANTA

A very extensive "Paramount Month" campaign, with particular emphasis on "Dance of Life," was waged by the Paramount Theatre, Atlanta, Ga., formerly the Howard.

In addition to the campaign on the picture, a great deal of publicity was obtained in connection with the changing of the theatre name. A special committee from the Chamber of Commerce, headed by the Mayor, who officially turned the switch which put the new sign and marquee into action, aided in the garnering of free space in all the local papers.

Following is an outline of some of the campaign on "Dance of Life":

1. The advanced advertising started with a silent trailer three weeks in advance of play date. Two weeks in advance of play date, the "coming" lobby displays were ready, consisting of special 1-sheets on the picture, special 1-sheets on two midnight shows, six 22 x 28 cards spotted about the house, a large cut-out of figure from 24-sheet in the foyer and two large cut-outs in the inner lobby.
2. The newspaper campaign started one week in advance, with an announcement story of the change in the name of the theatre, and also plugging "DANCE OF LIFE" as the first attraction to be offered by the "new" Paramount.
3. Display ads on Sunday, Monday, Tuesday and Wednesday, carrying underlines on "DANCE OF LIFE," plugs for the two mid-night shows and information concerning the change of name. Special display ads plugging mid-night show were carried Thursday and Friday.

## Music Title Contest Garners Publicity

A contest in writing music titles was put over with a great deal of free publicity by Manager Pat McGee when "Say It With Songs" played at the Publix Capitol, Oklahoma City, Okla.

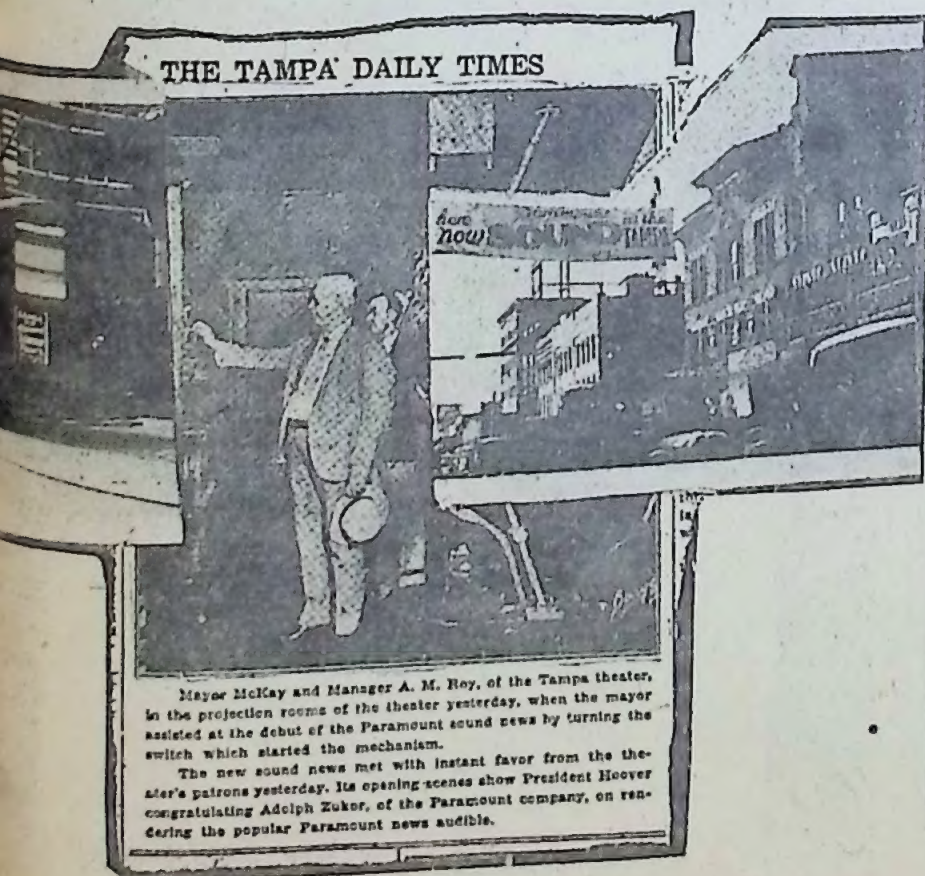
Scattered among the want ads of the local paper, appeared the names of twenty popular songs. The contestants were to choose ten of the titles and write a story of not more than 200 words, using the titles as the "meat." In addition to giving the contest advance publicity, the newspapers also printed one or two of the winning stories, daily.

## Pajama-Clad Paraders Ballyhoo 'Cocoanuts'

Manager T. Y. Walker used four pajama-clad men to ballyhoo "The Cocoanuts" playing at the Publix Ritz Theatre in Anniston, Ala. The men wore signs reading, "If you think we're nuts, just see and hear the FOUR MARX BROTHERS in the CO-COANUTS at the RITZ Thurs., Sat." The stunt was a great attention-getter.

# TELLING THE WORLD!

This is how Manager A. M. Roy of the Publix Tampa Theatre, Tampa, Fla., let his fellow-townsmen know that Paramount Sound News had come to town.



## News Reel Pictures Opening of Schools

To offset the usual slump in business that occurs during the first week of school, Manager J. C. King of the Paramount Theatre, Marion, Indiana made up a local news reel which included every student in the city.

A cameraman visited every school in the city on the opening day, and the instructors had their children grouped outside the building when the camera-man arrived. Shots were also taken of the high school football team in action.

## BAR 'THEME SONG'

Do not use the word "theme" in connection with songs featured in pictures! In a letter to PUBLIX OPINION, Herb Hayman, head of the music sales department, points out the inadvisability of this practice and suggests that the terms "movie hit song," "featured song from" or any expression other than the wornout and misleading "theme song," be employed in advertising copy or publicity stories.

## HOLLAND AT BROCKTON

Mr. S. S. Holland has assumed the management of the Rialto, Brockton, Mass.

## WOONSOCKET SALES-PEP!

This 50 foot banner is to stay for five weeks. During the engagement of "Dr. Fu Manchu" the right end will be re-covered for "The Dance of Life" and following feature.





# PIONEER WON WITH PARAMOUNT

## ALABAMA MAN TOOK ADVICE AND PROFIT

This is a story of a major role played by Paramount in the development of Alabama's capital city and a single-handed battle fought and won, for the Paramount contract upon which hinged the erection of the finest theatre in the South at that time. Back in the days when Marguerite Clark, Clara Kimball Young and weeping little Lila Lee were riding their early popularity waves and seven reel features were making their bow, Hoxey C. Farley, "the godfather of motion picture entertainment in Alabama," made a trip to New York.

For several years Farley had been operating the Empire theatre in Montgomery, which then stood on Commerce street. He used one and two reel films interspersed with a song act and corresponding slides. He also operated the Empress, a small theatre in which the same policy was observed. Pictures in that day were to be run only with vaudeville, or something that passed for vaudeville. Both houses were losing money with the opposition theatre operating on the same policy.

### Visits New York

So Farley went to New York. In New York The Strand theatre had just been opened, and was operating exclusively as a picture house. Paramount at that time was operated solely for the release of pictures. The corporation released productions of Famous Players, Jesse L. Lasky and Hobart Bosworth.

Farley, after witnessing the popularity of the Strand theatre, called upon President Hodkinson, of the Paramount corporation, and discussed his problems with him.

"You go back home and build you the biggest theatre you can and put Paramount pictures in there and run them for a whole week," President Hodkinson advised.

Somewhat dubious, Farley returned. He knew the background of Paramount, however, and had seen what Paramount pictures were doing in the Strand theatre in New York. Accordingly he remodeled his Empire theatre, decorating the stage in the same manner as the Strand, and installing new seats.

### Alabama Pioneer

Within a few weeks the first theatre to be operated in Alabama showing only feature length pictures was opened by Farley. True, feature pictures other than Paramount were shown, but no opportunity to show a Paramount picture was overlooked. Box-office receipts grew steadily.

Soon thereafter the day arrived for renewal of the lease on the old Empire. Farley had been paying \$3,000 a year and the owners asked \$7,500. He declined to pay it and with seven months to run before the lease expired, he began a movement for a new theatre.

Farley laid his plans before N. J. Bell, owner of property on Montgomery street two blocks from "Court Square" the heart of the business district. Montgomery street at that time was poorly developed. A new theatre showing Paramount pictures in the Bell block would mean the development of the entire block, Farley told the owner.

### Two Block Draw?

Bell was cautious. A theatre, he said must be where the crowds gather and he doubted that amusement seekers would be drawn for two blocks.

"With Paramount pictures a theatre would be a success in 'Bogueshomme,'" Farley replied.

## IT'S ALL FREE, BOYS!

This avalanche of free publicity was obtained by the Greater Palace and Melba Theatres, in Dallas by Bob Kelley, Director of Advertising and Publicity and his able assistants. Why not exploit your "front" men and theatre like this?

## MERCHANDISE TIE-UPS IN DALLAS

An avalanche of free newspaper space is being obtained by the Publix theatres in Dallas. Greater Palace and the Melba. Various firms in the city are going in big for the theatre tie-ups, with great results for the theatre.

Jimmy Ellard, the bandleader at the Palace, and Billy Muth, organist, are coming in for great institutional publicity, through endorsement of ice cream, suitcases, and other staple merchandise articles. The theatre advertisement has sold Dallas merchants on the idea that personifies in their advertising much more than stereotyped services and is getting the break on space from these merchants who come out with a new product.

A tie up has been arranged. Bob Kelley, district advertising manager for Publix in Texas with the Dallas Dispatch, for a permanent array of classified content for both theatres, running from 90 to 150 inches of free space weekly, with a cost of from twenty to thirty passes, for prizes. Bob Fairtrace, director of public relations in Dallas for Publix, and James Harris, who handles exploitation and window display space, make arrangements with the merchants newspaper display space for the two theatres.

### Newsboys Tell Patrons About Show Change

When "On With the Show" moved out of the Publix Theatre and into the Publix Rialto, Chattanooga, Tenn., Manager P. Short had 187 carriers from News and 205 carriers from Times, by arrangement with circulation managers, secure names and telephone numbers all those they told about the moving of the picture. The win submitted over 300 names many of the other boys, not behind. Passes were given to winners.

("Bogueshomme" is the negro "bad man" section of town.)

Bell finally agreed to erect the theatre if sufficient financial backing to make the enterprise safe could be obtained. A number of financiers in the city agreed to back the project, but just when the enterprise seemed assured, they withdrew.

Again Farley discussed the plans with Bell, showing him what Paramount pictures were doing for the old Empire theatre. The result was that Bell was thoroughly sold on Paramount pictures and agreed to build the theatre, on the condition that the contract for Paramount pictures be acquired.

### Wins Contract

The distribution of Paramount pictures was handled by the S. A. Lynch Enterprise, Inc., with headquarters in Atlanta. The opposition theatre in Montgomery was also seeking the Paramount contract and Farley made a third trip to Atlanta before he won his fight for Paramount pictures.

Over long-distance telephone from Jacksonville, Fla., Lynch approved the awarding of the contract to Farley and the contract was at once drawn and signed. Bell was notified of the deal by telephone.

The next day ground was broken for the new Empire theatre, which today remains the finest theatre in the city. The theatre cost about \$100,000 and in it was placed the first refrigerating cooling system for a theatre in the world.

### Now Publix House

The new Empire is now operated by the Publix Theatre Corpora-

tion. It has held the Paramount contract from the start and made money with the exception of a period immediately following the World War in which practically all theatres showed losses.

One block above the theatre stands the Jefferson Davis hotel, a twelve-story structure, while in the same block is the Shepherd building of eight floors. Across the street is the Bell building of twelve floors and the Whitley hotel. All of the buildings mentioned have been erected since the Empire theatre, with the exception of the Bell building.

## FOOTBALL GAMES CAN HELP OR HURT YOU

According to VARIETY, the advance sale of season ticket books for the University of Minnesota football season already has exceeded \$100,000, the largest in the history of the institution. This is taken as an indication that interest in gridiron competition this year will be in excess of that exhibited in previous autumns.

Alert theatre managers are taking advantage of this advance knowledge by laying plans to overcome this Saturday afternoon attendance handicap. Many will utilize the opportunity to advertise their theatres and shows at the football fields, where record breaking crowds of potential customers will be gathered.

## 650 FREE WINDOWS THUS!

Wm. K. Hollander and his merry mad merchandisers for Publix in Chicago sold this idea and it became a newspaper ad and a display in every Western Union Branch Office.



# School Slump Averted In Chicago

The Publix Balaban & Katz theatres in Chicago, Ill., in line with the repeated warnings of PUBLIX OPINION concerning the slump during September, resulting from school reopening, successfully counteracted this "red ledger" period. It is reported that the receipts of the Publix B & K theatres, during that month, have far exceeded the fondest expectations of the office, considering the usual slumped slump that occurs at this time.

## THEATRE IN GARY, IND.

Publix was taken possession of the Tivoli Theatre, Gary, Ind.

## RETURN TRAILERS!

Failure of managers to return trailers immediately after their run at the theatre has caused considerable trouble. When trailers are held over the theatre is invoiced for additional service. Sound trailers MUST be returned immediately after their run to National Screen or Vitaphone Exchange as the case may be.

## Guessing Contest Brings Mailing List

Guessing the weight of feathers, displayed in the window of the leading local drug store, got C. T. Perrin, manager of the Publix Sterling, Greely, Colo., plenty of publicity for "The Four Feathers." Each entrant was required to write his name, phone number and address, which provided Perrin with a good sized mailing list.

## NOVEL DEVICE AIDS BOX OFFICE

Julius Heilbron, manager of the Publix Alhambra Theatre in St. Paul, Minn., has devised a new non-synchronous instrument called the Radiophone, which is a clever combination of a radio and phonograph, controlled from the projection booth of the theatre.



This contraption makes it possible for the Alhambra patrons to hear the choicest musical programs of the air, or the best bit of phonographic music available. Inasmuch as the Alhambra is a silent house, the installation of this unique device has bolstered receipts of this theatre tremendously.

As stated in PUBLIX OPINION a number of times, the building of novel contrivances for the lobby, marquee and the like, will always be a great aid in bringing the people to the box-office. Have you any ideas on the subject? Make them workable!

## Bob O'Donnell Joins Publix on November

Bob O'Donnell, theatre operator given credit for pulling the Interstate Circuit of Texas from red to black, will join the Publix organization on November 1. Before going to Texas, he was a vaudeville agent in New York and previously had been a house treasurer in Brooklyn. He also had had resident manager experience.

Starting with the Majestic at Fort Worth, the toughest house on the circuit, he demonstrated his showmanship to such extent that he rose to the position of general operator for Interstate. He will be assigned tentatively to the Publix home office.

## Tennessee Manager Gets Editorial With Picture

Another Publix theatre manager has discovered that motion picture plots or stories frequently provide suitable material for the editorial writers of daily newspapers.

A lengthy editorial in The Knoxville Journal on "Madame X," which recently was shown at the Publix Tennessee Theatre in Knoxville, was the result of Manager W. F. Brock's application of a hunch which frequently has been called to the attention of managers in the columns of PUBLIX OPINION.

## MAURICE BARR WEDS

Maurice Barr, formerly with the Saenger chain and now one of Paramount's Southern executives, married Miss Fern Houghland in New Orleans. They are spending their honeymoon in Havana.

## FEIBEL AT TOLEDO

Fred Feibel, formerly relief organist at the New York Paramount, has opened as feature organist at the Publix Toledo Paramount.

## Use This Sales Treatment For Pictures

Every week Home Office experts on merchandising to the public, will give you these hot advance tips on coming pictures. If you play a premiere, send us yours by wire, for this column.

## "FAST COMPANY"

"When you get ready to campaign 'Fast Company,' forget all about the baseball phase," advises Russell Holman, Paramount advertising manager. "Baseball is poison to women. Play up 'the heroic boob that no woman could resist'—and 'delicious comedy-romance that could only come from the genius of Ring Lardner and George M. Cohan.'"

## "SWEETIE"

"A great lobby display in advance of 'Sweetie,' thinks Ben Serkovich, "would be a showcase, spotlighted, showing an air-rifle, a dilapidated football-shoe, with a card that announces: 'A co-ed shot this at a half-back, who lost this but won a football game!'"

Another great thing is the new dance step, "The Prep-step." Get plenty of orchestrations now, and plant the tune in dance halls, cafes, etc. Start a contest that ends, 2 weeks before playdates, offering prizes from Nancy Carroll, Jack Oakie, and Helen Kane, for your city champion "Prepsteppers." Any ballroom owner will go nutty over the idea. Get high school students and collegiates to take it up NOW. You've got a bigger thing than the Charleston dance ever was. You've got to use it FAR in advance, tied into "Sweetie," if it's going to do you any good.

Another is the "Sweeter Than Sweet" tune. If you get up 1,000 two-color window streamers with a full size still-photo on each end with copy reading, "Sweeter Than Sweet"—and the whole town knows our 'sweets' are best,—and you'll enjoy 'SWEETIE' at the Paramount Theatre, Starting Friday, November 1." Print it on paper that has four glue-spots on the ink-side corners, so it can be pasted on CANDY STORE windows from the INSIDE. Your ushers can get you 1,000 windows on this idea, without a single pass. The cuts and printing will be cheap.

"Alma Mammy," the collegiate burlesque song on Alma Mater as Jolson would sing it, should be plugged today in your theatre. Plant a couple of hundred piano copies and orchestrations with orchestras so that it will "take" just before your playdate.

Don't sell this as a college picture, despite the fact that it is. Call it: "a comic musical-romance of what most everybody thinks a co-ed college is!"

## "ILLUSION"

It takes a copy-writing ace who can prepare remarkable ad-copy, and plant remarkable news-feature stories, to sell THIS picture for what it's worth. Anyone else will pass it up as "just a picture." But if you give 100-percent billing to the cast, and 15%-billing to the title, and 80% size and domination to catchlines and copy-text, you'll 'mop' up. Catch lines and copy-text should read: "Everybody labors under illusions! You are disillusioned FROM one illusion into another, every day of your life! Here's a strange love-drama of modern life! See the rich laugh at the poor, and the poor laugh louder at the rich! See the buffoons of society rub elbows with buffoons of the street, and decide which illusion you favored!! Does the other girl's boy friend look best to you? Or the other boy's girl friend?" Watch your own secret opinions stand bare in the parade of life that "Illusion" reveals."

Get up a news-feature contest for your newspaper editor. on "Illusions I no longer Believe."

## Tie-up With Walgreen Gets Eleven Windows

For the first time, the Walgreen Drug stores of Denver, Colo., were tied up by Manager M. B. Cohn of the Publix Rialto, in exploiting "Four Feathers." Eleven of their store windows were arranged to plug the sale of the novel; 5000 paper napkins, with copy imprinted in red, were used at their lunch counters; 50 snipes on "Four Feathers Sundae" were used on the back bar mirrors.

## DEPARTMENT MOVED

Construction department of Publix-Great States has been moved from Joliet, Ill., to Chicago. D. N. Sandine and Claude Rubens are superintendent and chief electrician, respectively.

## MAKE THIS TIE-UP

Selection of the most popular motion picture star is a feature of a theatre-radio firm tie-up in Pittsburgh, which could be duplicated with Paramount pictures and Paramount stars in other cities. Ballots are given with each ticket purchased and the patron casting the most votes receives a \$500 radio set. A hundred other prizes also are to be awarded in the contest. Daily full page spreads, with the radio concern footing the bill, are being obtained.

## AD COPY FREE!

The advent of Paramount Sound News in Macon, Ga., was hailed with such glowing copy that the printer, inadvertently affixed the word "Advertisement" at the bottom of the column, mistaking it for a paid ad. Of course, City Manager Monty Salmon got it free!

## Paramount Sound News to Be Shown in Macon



Mayor Luther Williams yesterday congratulated Monty Salmon, city manager of the local Publix theatres, in obtaining for Macon the exclusive Paramount "sound" news for the Rialto theater. This sound news reel, the first of its kind ever put out by Paramount, will be released simultaneously all over the United States in every large city where Publix theaters are located. Mr. Salmon said that the first issue of Paramount sound news pictures will be seen throughout the week at the Rialto. Mr. Salmon was naturally happy that he had something new to offer the patrons of the Rialto on Monday and throughout the week. "Of all the fine news reels that are being shown," said Mr. Salmon, "Paramount has by far the finest."

This remarkable news reel will be released simultaneously in key cities all over the United States and it is indeed very pleasing to know that Macon is included. Paramount has been preparing this great surprise for the theater-going public for a year and has spent millions of dollars in order to give Publix theater patrons this wonderful service. "The very latest electrically equipped motor trucks are now in every part of the world and no sooner does something of importance occur than Paramount will present the incident to you on the all-talking screen stage—and it will make you feel that you are on the spot where the picture was taken."—Advertisement.

## HELP!

The Editor of PUBLIX OPINION needs all available copies of Vol. III, No. 1, dated Sept. 14th, 1929 in order to complete his files. He would greatly appreciate it if you would mail any extra copies you may have to him AT ONCE. Here's your chance to repay your debt to the publication for any helpful hints it may have offered you!



## TRICK MIRROR ATTRACTIVE DISPLAY

A very attractive display was used by the Paramount in New York to exploit "Illusion" which was an eye getter from attention standpoint — so much so that Variety commented on it in its "Chatter of New York" column.

We are reproducing herewith a photograph of the stunt, a shadow box effect on which was mounted a transparent mirror, 3 by 4 feet. The mirror was placed directly in the centre of the display with selling copy above and below. A colored enlargement from "Illusion," the exact size of the mirror, was mounted inside the box directly behind the mirror in the box, although not visible to the eye. An ordinary electric flasher, timed to flash every 30 seconds, with the lights between the enlargement and mirror, was used inside the box.

When the flasher was on, then the light turned the mirror into a plain glass and behind it the beautiful colored enlargement from the picture. As we all know a mirror will stop the ladies. They will stop to fix their clothes, look at themselves, etc., and this particular mirror did stop them, and to their amazement, just as they were adjusting their hats, etc., the beautiful love scene of Carroll and Rogers flashed thru the mirror. This particular display was especially fitting for "Illusion," but it will make an excellent advertising stunt for any attraction.

## PUBLIX ABSORBS NEBRASKA CHAIN

Publix took over the following Goldberg theatres in Nebraska on September 29:

At Columbus, Neb., the Columbus theatre, wired and seating 1,200 with vaudeville Sunday only.

At Fremont, Fremont theatre, seating 900 and wired. Vaudeville two days and Marion Players, two days.

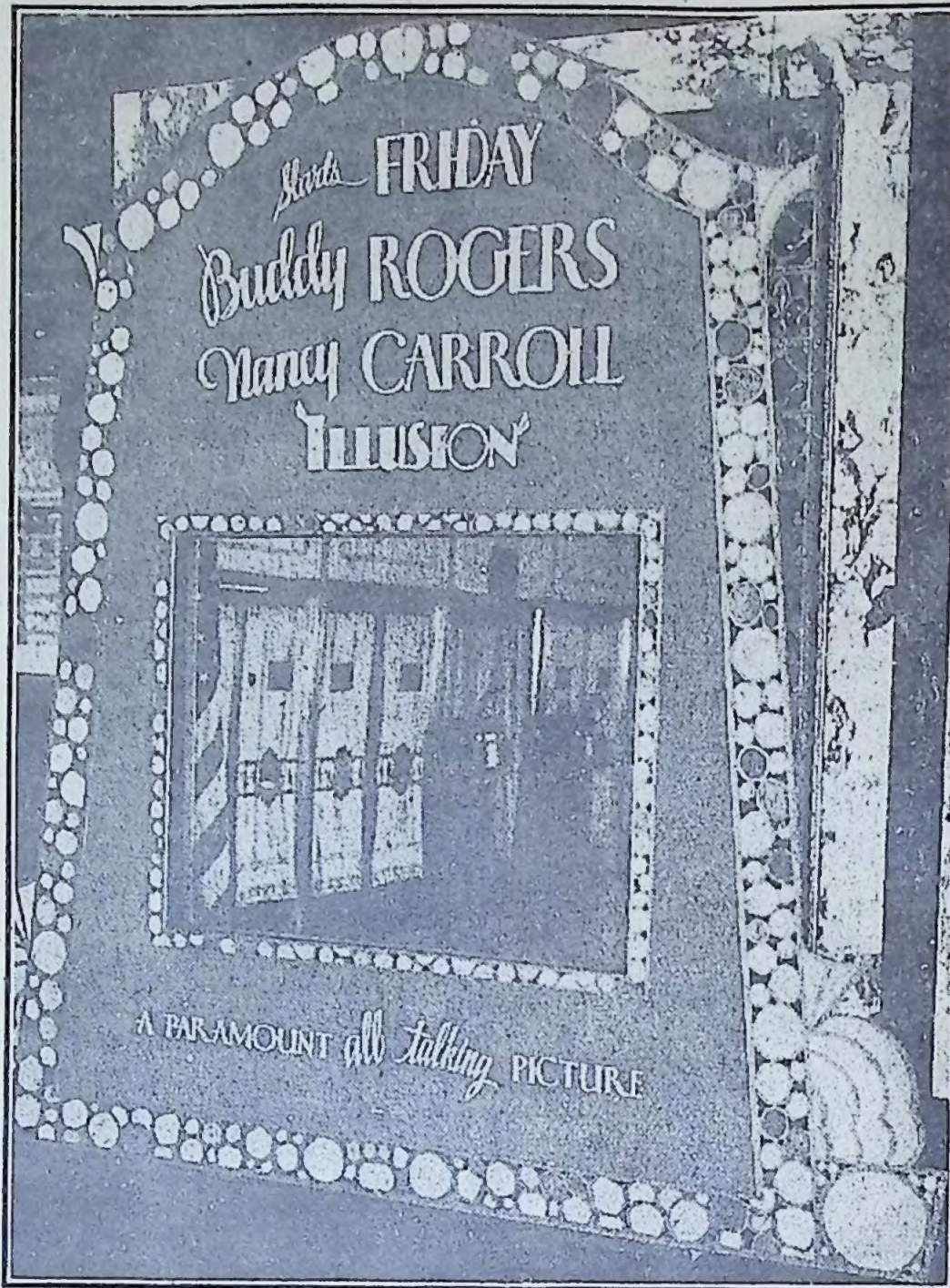
At Kearney, the World, wired and seating 1,800; vaudeville two days and Marion Players.

### KAYES AT LOWELL

Harold F. Kayes, former manager of the Strand, Rockland, has been assigned the management of the Rialto, Lowell, replacing Walter Nolan, resigned.

## SURPRISING THE PATRONS

This transparent mirror was part of an effective exploitation display in the lobby of the Publix Paramount Theatre in New York. A colored, enlarged still of Nancy Carroll and Charles Rogers was placed back of the mirror, becoming visible every thirty seconds when lights were turned on by an electric flasher.



## Clara Bow's Hip Wave Attracts Gary Crowd

Manager M. J. Wolf constructed a shadow box display that resulted in lots of publicity for Clara Bow in "Dangerous Curves" playing at the Publix Theatre, Gary, Ind. A two-piece bathing suit was placed on the compo board form of Clara Bow (taken from the 3-sheet) and inserted in the shadow box.

By means of a motor turning a disc, placed just behind the hips, on which an off center circle had been painted, the display was given the effect of motion.

## WATCH FOR THESE!

O'Donnell and Blair, standard vaudeville team, have made two Paramount short subjects, "The Piano Movers" and "The Plasterers," which are touted as knockouts by those fortunate enough to catch their previews. The team has headlined for years over the large circuits and uses its full material in each subject.

Sell these two shorts to the limit, as they are certain to deliver!

## Full Page Ad Contest Aids 'Four Feathers'

One of the effective stunts Manager Chas. H. Amos used in exploiting "The Four Feathers" at the Publix Imperial, Asheville, N. C., was a full page ad contest, paid for by the merchants, which broke on Friday before the Monday opening. Each of the ten pictures appearing in the merchants' ads, contained portions of the faces of the stars of the picture. Those contestants piecing the portions properly were given passes.

### DOUBLES FOR MANAGER

Fred C. Stone, publicity man in the Maine and New Hampshire District, in conjunction with his publicity work, took over the management of the Strand, Dover, for a period of two weeks, beginning September 19th, during which time Mr. Pinkham, the manager, took his vacation.

### REPLACES CHATKIN

Harl Wolever has assumed the management of the Piccadilly, Rochester, replacing Herbert Chatkin, who was transferred to Springfield, Mass., to manage the Paramount.

## THANK YOU WEEK TIED IN WITH MERCHANTS

A stunt Madeline Woods of the Publix Great States Advertising and Publicity suggested for use in special campaigns, such as "Thank You" week, is the tie-up with local merchants, whereby they issue certificates, all week, which are good, when presented in the co-operating stores, for a discount on all purchases. Also, sales slips from stores were honored at Box Office on matinees. The face of the certificate will bear copy about 'Thank You' week, your theatre name, playdates, a line about attractions and some space to the merchants who are giving discounts. Get the merchants who are giving discounts, to mention the stunt in all their ads, giving prominent position to theatre name, etc. List the names of the co-operative stores as well as mentioning the attractions for that special week in a lobby-poster.

This plan was successfully launched and completed in the Publix Great States circuit.

## NOVELTY PUZZLES AID PICTURE

The distribution of five thousand novelty puzzles through the co-operation given by the largest laundry in town, considerably bolstered receipts for Manager F. F. Smith, Publix Tivoli, Chattanooga, Tenn., when "Madame X" played there.

By placing the jumbled pieces of the letter "X" in the laundry bags of the community, practically every woman was reached. When the pieces were placed together, copy about the theatre, play-date, etc., was visible to each contestant. The first fifty persons giving the correct solution were rewarded with a pass.

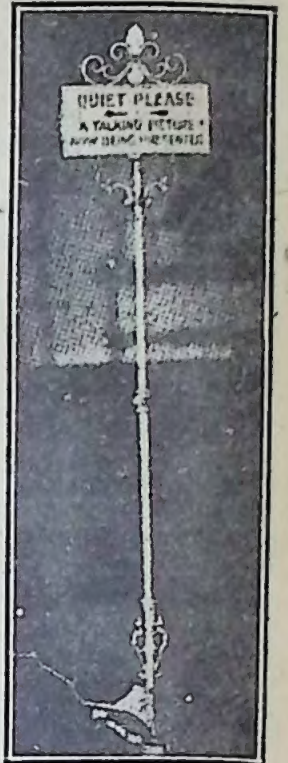
## FLIVVER EXPLOITS PICTURE

Manager W. W. Jackson resorted to an old rickety Ford to ballyhoo "College Love" at the Publix Queen, Houston, Tex.

The dilapidated flivver, driven thru the town and lettered with wisecracks, title of the picture, name of theatre and play dates, attracted considerable attention.

## A SMART GAG!

Here is a theatre manager who has recognized the advantage of the idea, mentioned some time ago in PUBLIX OPINION, of admonishing his patrons to refrain from unnecessary noise BEFORE they enter into the auditorium. Most of the noise is made by persons entering, and not by persons who are already seated. By placing this sign, which reads: "Quiet Please, A Talking Picture Now Being Presented" in his lobby, this evil is prevented.



## 'Wonder of Women' Tied Up With 18 Day Diet

Manager Warren Irvin obtained plenty of publicity on "Wonder of Women" playing at the Publix Carolina Theatre, Charlotte, N. C., by tying it to the 18-day diet menu.

Irvin had the 18-day diet menu printed on a throwaway with other copy reading, "After 18 days of this menu You Will Be the WONDER OF WOMEN." The name of theatre and play dates as well as a cut of Lewis Stone and Leila Hyams, featured in the picture, also appeared on the menu.

### NEW RELEASE DATES

Release date on "Battle of Paris" has been set back and the release date on the "Return of Sherlock Holmes" advanced, the two pictures being switched.

## IF THIS WAS OUR AD — ?

What could you write or say to Jack Barry, personnel director — whom would you recommend?

If this advertisement in Variety had been inserted by Publix, and you being familiar with our man-power development program, would you suggest a list of names?

## OPPORTUNITY!

FOR MEN QUALIFIED BY EXPERIENCE  
in the  
THEATRE BUSINESS

One of the largest theatre operating companies, with theatres in every part of the United States, has openings for men who have had experience as theatre managers and theatre advertising and publicity men.

With expansion and development as a direct result of successful operation, there is offered splendid opportunity for individual progress and advancement to men who prove ability to produce results.

Write a letter giving in full detail your experience, age and salary requirements and enclose a snapshot or small photograph of yourself. All correspondence will be held in strict confidence.

Address Box 50  
VARIETY

154 West 46th St.

New York City

Do You Want A Bound Volume  
of ALL of The Back Issues of

"PUBLIX OPINION"

? ? ?

The only way you can get it is to write a letter today, to the editor, saying you do or don't!

Today means today—not next week or next month. If enough requests are received quickly the order for making the books can be put thru more economically.

In your letter, please state whether you think, and why, such a volume would be worth \$4 as a man-power instructor. The \$4 will be charged against your theatre.

If enough requests are received, the manufacturing price is decreased.

WRITE YOUR LETTER TODAY!



## Publix-Paramount Radio Hours Win Praise

Laudatory comments by the thousands are pouring into the offices of Publix and Paramount executives as the result of the splendid entertainment offered by the Publix-Paramount radio-hour over the Columbia national broadcasting chain.

"The efficiency of this method of familiarizing the public with the personalities of the stars, and the highlights of story interest of our screen plays, is tremendous. Its value at the box office is beyond anyone's ability to judge at this time, but unquestionably it is huge," was the statement of Sam Pembow, jr., Executive Vice-president of Publix. "I was thrilled by hearing Chevalier, in Paris, and every number of the program was so well presented that as a radio listener, I felt great appreciation for the sponsors."

Exploiting the Paramount-Publix radio hour is something that is easy to do. Radio dealers are glad to give window space (without passes) for announcements, as it helps sell the sets they are distributing. Several cities have sent in co-operative ad-tieup pages, paid for by radio dealers.

### Dance of Life' Bally is Dancer in Window

Manager J. McKenna of the Publix Imperial, Columbia, S. C., had a dancer appear in a merchant's decorated window, to publicize "Dance of Life." A card in the window, containing copy about the picture, theatre and play-date was prominently displayed. Heralds were also distributed to the on-lookers. In addition to furnishing the decorated window gratings, the merchant also ran co-operative ads during the dancer's appearances.

#### PUBLIX SITE SOLD

Transfer of the Granada (Publix-Marcus) Theatre site in Salt Lake City to the W. T. Grant Chain Stores for a substantial consideration has been effected.

#### NEW DALLAS MANAGER

Holden Swiger, manager of the Newman Theatre in Kansas City, has replaced Ernest Morrison as manager of the Palace Theatre in Dallas, Texas.

## PLANT-SERVICE FOR YOUR TOWN

Every week PUBLIX OPINION will print one or two "plant" stories.

These will be especially marked for your attention. You are expected to have these re-typed and a paragraph inserted containing the name of your theatre and some of your coming pictures. You are expected to plant these stories in your local publications.

Then you are supposed to send the clippings to PUBLIX OPINION. On each clipping, write your name, the name of your theatre, and the name and date of the publication that printed the story.

Don't send alibis or letters or tear sheets or whole newspapers. We paste the clippings into a scrapbook, and pass the book around to all of your bosses to look at. They'll see your name, if it's there.

This service is already being effectively operated in about one third of our theatres, which is enough to prove that the other two thirds could do it if they wanted to.

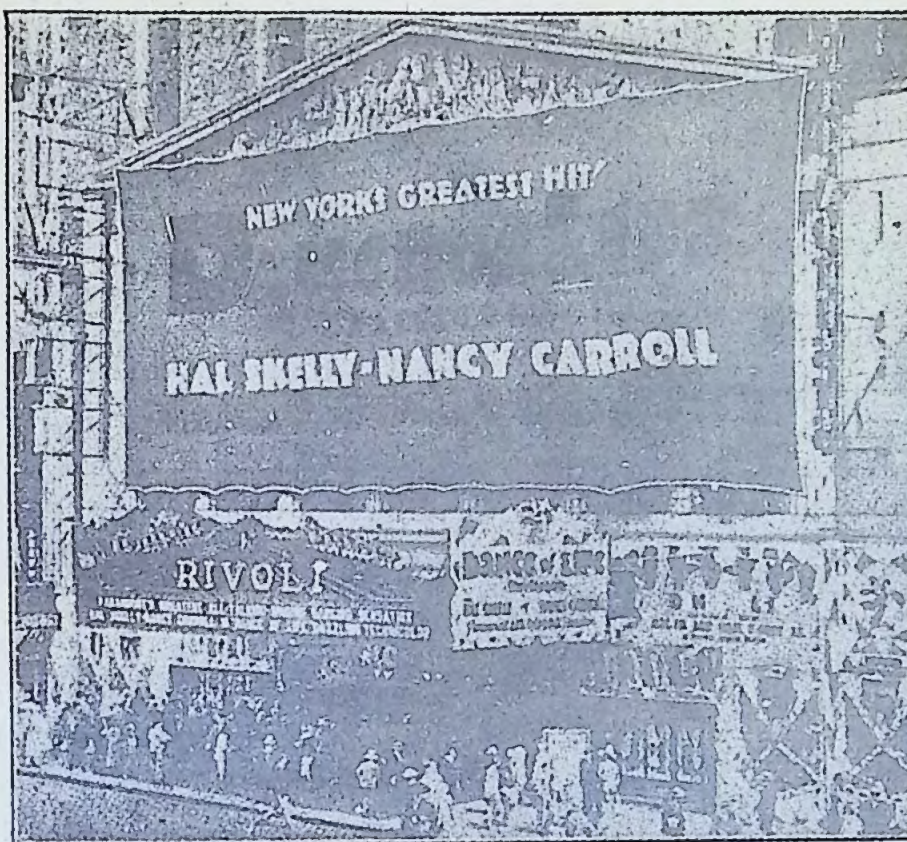
### BEG PARDON!

Bert Winstanley, of the managerial staff of the New York Paramount Theatre, calls attention to the fact that the line "It's Smart To Be Thrifty" is a copyrighted line owned by the Macy Department stores, which they guard jealously. Therefore, PUBLIX OPINION urges that you disregard the tip in a former issue, in which you were urged to use the line in copy that sells your bargain prices. Instead, use the line "It's Smart To Be Economical!"

**PETERSON AT ROCK ISLAND**  
Mr. C. W. Peterson assumed the management of the Spencer Theatre, Rock Island, replacing Mr. Paul C. Schroeder, who has been relieved.

## FREE MAMMOTH - BANNERS, LIKE THIS!

Dr. Biswanger Moskelhop, in charge of the Old Peoples Home in Belch, S. D., saw this big banner at the N. Y. Rivoli, during a recent visit and phoned PUBLIX OPINION, offering the idea of having the inmates of homes for the aged in every Publix town, occupy their time, making one banner a month for the theatre, free, in return, for weekly passes to the theatre. The idea is a good one. The old ladies spend their time sewing, anyway, and are anxious to occupy their time. The theatre could supply the colored fabric and thread. The letters could be cut out from patterns made by your sign painter. Thus you can get an expensive flash, free. Also you'll get publicity credit for entertaining the shut-ins.



### A MECCA FOR ALL NEW YORK!

How we wish we could show you this photograph of the Rivoli Theatre front in technicolor! For only then would you get a real idea of what a flashy, attractive display it was. Truly, every color in the rainbow was used, but so tastefully that it was not offensively garish. It's just the type of display that "The Dance of Life" calls for, and how it did corral the customers! Just one box office line-up after another!

## DOOB'S FLASH STUNT STIRS DETROIT

One of the interesting "flash stunts" used by Oscar A. Doob, Director of Advertising and Publicity in Detroit in the opening campaign of the Paramount theatre recently (the Capitol was renamed Paramount and the policy changed) was the use of the largest and most spectacular electric sign in Detroit through cooperation of the Cadillac Motor Company.

This sign, surmounting the Wolverine Hotel, dominates the Grand Circus Park district of Detroit near the Paramount theatre. The motograph portion of the sign is 90 feet long with 20 foot letters. Cadillac, apparently sold on the prestige of Paramount, readily granted permission to include in the traveling letters the words "Welcome Paramount Theatre." This ran for two weeks and it appeared on the sign just before the time was flashed on, each minute, from sundown to midnight.

The Paramount greeting in this Cadillac sign caused much comment because of its size and because it was so unexpected to see a theatre reference in an automobile sign. The Cadillac display is said to have cost \$250,000 or more. Cooperation was extended to Paramount without charge!

A similar tieup was effected with a slightly smaller spectacular display opposite the Book-Cadillac Hotel, Washington Blvd. In the motograph sign advertising "The Miracle" permission was granted to insert the words (18 feet high!) "Welcome Paramount Theatre....Hear 'Dance of Life.'"

#### BREAKS RECORD

"Say It With Songs," after breaking records at the Publix Eastman Theatre in Rochester, went into the Piccadilly for two weeks.

"Say It With Songs" is the first holdover at the Princess, Toledo, since it was taken over by Publix.

## PUBLIX BUYS HOSTETTLER CHAIN

Consistently following up its expansion policy, Publix has purchased 24 Hostettler-Universal theatres in Nebraska and Iowa. The theatres included in the purchases and the towns where they are located are:

IOWA: Marshalltown—Casino, Odeon, Strand; Missouri Valley—Majestic, Rialto; NEBRASKA:—Beatrice—Rivoli, Rialto; Columbus—Swan; Fairbury—Bonham, Majestic; Fremont—Empress, Wall; Grand Island—Capitol, Empress, Majestic; Hastings—Palm, Rivoli, Strand; Kearney—Crescent, Empress; Norfolk—Grand, Granada, Lyric; North Platte—Keith.

This group of theatres, among which are included several splendid de luxe houses, together with the other Publix houses already in Nebraska, gives Publix a most effective representation in the state.

### 'Our Modern Maidens' Dance in Street Car

Manager F. F. Smith rented a street car to put over a stunt that got a great deal of publicity for "Our Modern Maidens" at the Publix Tivoli, Chattanooga, Tenn. The street car, bannered with colored banners bearing copy about the picture, contained fifty girls dancing to the tunes of a negro orchestra, playing songs from the picture.

#### GOT FULL PAGE CO-OP. AD.

Manager A. Swanke obtained a full page co-operative ad on "Dangerous Curves," playing at the Publix Strand Theatre, Anderson, S. C. Swanke also got a plug for Paramount Month, with a heading across the top of the page, "September is Paramount Month at the Strand."

#### BERMAN IN ELGIN

Mortimer E. Berman, manager of the Rialto at Aurora, Ill., prior to its destruction by fire a year ago, has become resident manager of Publix-Great State theatres in Elgin, Ill.

#### REAL ESTATE DEPARTMENT

M. G. Leonard is in charge of the newly organized real estate department for the Publix-Great States in Chicago. D. Robbins, formerly with Publix in New York is on his staff.

## TWO GOOD NAMES!

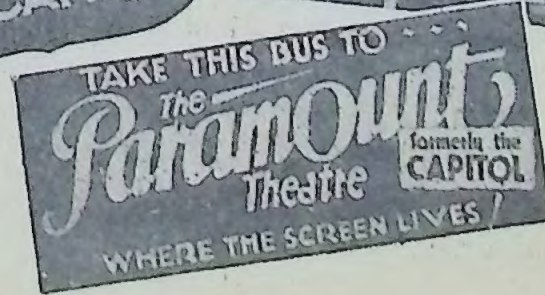
Travelling 20 foot letters flashing "Welcome Paramount Theatre," from the unusually attractive Cadillac electric sign, the cynosure of all Detroit. The photographer could only catch part of the word, "Paramount."



## OUTDOOR FLASHES!

Additional devices used by Oscar Doob, Director of Advertising and Publicity, Publix Detroit Theatres, for the opening of the new "Paramount" whose name was changed from the "Capitol."

The "Welcome" shields were used by merchants in their store front decorations along the block in which the Paramount is located. The huge display on the back wall of the theatre, 60 feet high and 90 feet long, faces several busy streets. The sign is flood-lighted at night. The "Take This Bus" card below is one of 400 which placarded city buses at no expense to the theatre.





YOU HAVE THE  
MERCHANDISE  
SELL IT!

# Publix Opinion

The Official Voice of Publix

YOU HAVE THE  
MERCHANDISE  
SELL IT!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of October 11th, 1929

No. 5

The success of every enterprise has invariably been due to an early discovery of its weak points and their immediate fortification. Monday's business is our definite weak spot. What can you suggest to bolster it up?

—SAM KATZ, President, Publix Theatres Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

## Publix Opinion

Published by and for the Press Representatives and Managers of  
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

J. ALBERT HIRSCH, Associate Editor

Contents Strictly Confidential

## SHOWMANSHIP PATTERN

Nineteen years of newspaper work, during which a dozen or more years spent in theatre operation were concurrent, have proved to your Editor that the successful theatre and the successful newspaper are exactly alike, except in one point. The newspaper must present an entirely new "show" every day, whereas the theatre's seven-day attraction allows six days of breathing time.

The same intelligent business principles that make for economic soundness are present in each case. The obligation of effort in the best interest of instruction, diversion, entertainment, morality, romance, adventure, and general encouragement of civilization is the function of both, though offered in a different way. The degree of success of each is dependent in each case upon earned public confidence, obtained thru attractive personality and skillful application of effort.

The most successful showmen are those who most sympathetically understand the newspaper pattern. Competent and experienced newspaper writers easily become outstanding showmen, a fact attested by the countless number of ex-journalists now in the ranks of Publix management. They are men who entered Publix, already trained in understanding of the masses by the intimate touch of their countless daily stories that describe every imaginable human emotion and activity. When Mr. Katz measured the policies of his organization with the yardstick of successful journalistic practice, it was because he and his associates had first made a thorough, and understanding study of that instrument.

Any competent newspaperman knows the ultimate folly of public deception and he also knows the value of a diligent service of fact finding and fact application. The top and bottom of Publix is also within that knowledge.

Thus in telling of Publix activities to the public, employees who contact the reports and editors of the United States, have been instructed to present an open door for all possible assistance in quickly finding the facts desired. Deception, obstruction or coercion is a violation of positive instruction from Sam Katz, who fosters the policy and thought that the progress of the theatre is geared to the progress of the unhindered public press.

Publix adherence to this practice has pointed the way to protection against countless evils that have heretofore destroyed many well intentioned theatrical enterprises, and is probably the strongest reason why the Publix trademark has become so powerful a magnet in every community in only five short years.

## PUBLIX FORESIGHT

The accuracy of Publix foresight may best be gauged by the recent order, announced in "Variety," issued by a large opposition circuit which is now demanding elimination of all "dirty" gags from acts playing in their theatres.

Publix never has permitted "dirt" to creep into its programs in all of the five years of its history. President Sam Katz has always been convinced that the theatre business is an ethical institution that is definitely separate from the leering jokes and dirty stories of the travelling carnivals. He and A. J. Balaban founded the entertainment policies of Balaban & Katz along this line nearly fifteen years ago—and they were adopted by Publix.

This was responsible for the enviable reputation now enjoyed by Publix as a purveyor of clean, wholesome amusement and helped greatly to give Publix leadership in the industry, as attested by the thousands of commendatory letters from civic leaders which poured in from all over the country on the occasion of Publix' fifth anniversary.

## SOUND TIPS

From Publix Department of  
Sound and Projection,  
HARRY RUBIN, Director

### SOUND BULLETIN No. 20

**The Vacuum Tube as an Amplifier**  
A previous bulletin explained the action of the vacuum tube as a rectifier. Briefly rehearsed; the incandescent filament radiates free electrons, which are negative in sign, and are attracted to a positively charged plate, constituting a flow of current across the vacuum.

The amperage flowing across the two-element tube depends on the extent of the charge on the plate. The heavier the charge, the more electrons the plate will attract, up to the limit the filament is capable of giving off. As the charge on the plate decreases toward negative the current flow declines.

If a grid is sealed into the tube nearer to the filament than the plate is, a small change in charge on the grid, will have the same effect as a larger change in the plate charge.

"Speech current," such as developed in the disc reproducer, or in the photo-electric cell used in movietone, is fluctuating current. It is unsteady both in frequency and in voltage; the frequency varying with the variations in pitch of the original sound vibration; and the voltage varying in accordance with the volume of the original sound. The "speech current" is fed onto the grid of the vacuum tube.

As the grid charge varies with the fluctuations of voltage impressed upon it, the plate current, flowing between filament and plate, varies accordingly, faithfully reproducing every slightest change in grid voltage. Two paragraphs back it was explained that a small change in charge on the grid resulted in the same effect as a large change in charge on the plate. The same thing said in one word is amplification.

The grid (C) circuit of a three element tube represents the input; the plate (B) circuit the output; while the filament (A) circuit, merely provides the motive power. The tube, then, seen as a whole, does not obey Ohm's law, although each of the three circuits in itself, of course, does the apparent disobedience being due to their interaction, as explained.

By using a number of steps of vacuum tube amplification, a very great increase in power can be obtained, since each succeeding step is not added to, but multiplies, the gain already obtained. In the largest movietone systems, employing eight stages, the gain is in the order of a billion to one.

Succeeding stages of vacuum tube amplification are usually coupled together by transformers, but there are other methods. In the movietone amplifier, in the 41 type and in the first two stages of the 46 type amplifiers an arrangement of resistances and condenser, known as "resistance coupling," is employed.

"C bias" is used in the grid circuit. It has been found that a tube will give the greatest amplification when the grid voltage fluctuates about a value negative with respect to the filament. In some amplifiers this bias is ob-

## FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

### LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Runn'g Time
	Dynamite—14 reels (AT)...	M-G-M	11425	127 min.
	Mr. Antonio—8 reels (AT)...	Tiffany-Stahl	6634	74 min.
	Taming Of The Shrew—8 reels (AT).....	United Artists	5900	66 min.
	Evidence—8 reels (AT).....	Warner	7000	78 min.
	They Had To See Paris—10 reels (AT).....	Fox	8700	97 min.
	(AT)—All Talking			

### LENGTH OF TALKING SHORTS

PARAMOUNT				
	News No. 19.....		979	11 min.
PUBLIX				
	Eternal Melodies.....		581	7 min.
WARNER				
832	Gotham Rhythm Boys.....		630	7 min.
861	Marching Home—D. Stauburg & Veterans...		540	6 min.
863	Nan Halperin—America's Famous Satirist...		700	8 min.
866	Anderson & Graves—Fishing Around.....		820	9 min.
870	Red Nichols and Five Pennies.....		640	7 min.
874	Colletta Ryan and Duke Yellman.....		845	9 min.
876	Eric Zardo & Guido Ciccolini.....		735	8 min.
880	Eddie Green & Co. Sending A Wire.....		800	9 min.
885	Frank Orth & Ann Codee Music Hath Charms		820	9 min.
METRO-GOLDWYN-MAYER				
	Frozen Feet.....		1643	18 min.
	They Go Boom.....		1830	20 min.
Length of Non-Synchronous Shorts				
PATHE				
	Review No. 39.....		745	8 min.
CASTLE				
	Marry Me In Java.....		700	8 min.

tained by means of "C" batteries; others employ the voltage drop of the "A" and "B" circuits and no attention is needed. The "C" bias is present simply as potential, it cannot be read at the socket by a voltmeter since even the best voltmeter needs some current for its operation.

Absence of the bias will be shown by a large increase in plate current reading — although the amplification, represented by the FLUCTUATION of the plate current, will decline. Trouble accompanied by high plate current reading indicates a bad tube or an open in the grid circuit. High plate current reading on amplifiers using "C" batteries, while the plate voltage remains normal, indicates a bad tube or that the "C" batteries are in need of replacement.

### NEW CONTRACT FOR SPOR

Paul Spor, master of ceremonies at the Toledo Paramount, has had his contract renewed for another year, due to his increasing popularity with the Toledo theatre goers.

## AT YOUR NEW YORK THEATRES

### WEEK OF OCTOBER 11

THEATRE	PICTURE
Paramount.....	Four Feathers
Rialto.....	Why Bring That Up?
Rivoli.....	Three Live Ghosts
B'klyn Paramount	Four Feathers
Criterion (\$2).....	Applause

## Rialto All-Night Show a Success

Those who were surprised by the announcement from the Rialto Theatre of a continuous all-night performance of The Two Black Crows' all talking picture, "Why Bring That Up?" last Saturday night, will probably be even more surprised to learn that the experiment was an outstanding success. This is the first time that an all night performance has been attempted in New York.

It is reported that there were many standees up until 3 A. M. and that the theatre was well filled practically the entire night. Men and women in evening clothes alighted from their cars and entered the Rialto Theatre from 3 to 6 in the morning. These same people joined in the singing of the Paramount screen song, "Oh, You Beautiful Doll." Apparently the hour of 4 A. M. is particularly conducive to song, for the Rialto management states that at no other time has it received such co-operation from an audience.

## BROADCASTING WORLD SERIES

Madeline Woods, of the Publix Great States Advertising and Publicity department has issued a circular to the entire Great States circuit, urging the managers to supply some means of announcing the World Series baseball results.

Each manager is left to his own initiative in arranging for these special announcements, either through radio hook-up in the orchestra pit or by means of the screen.